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Counties
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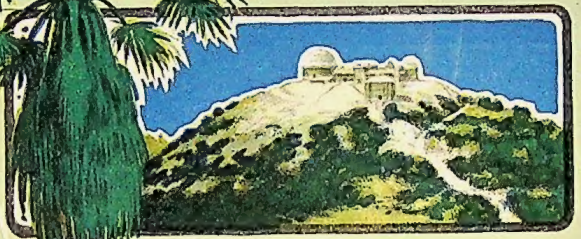
SAN JOSÉ

(SAN HOSAY)



SANTA CLARA COUNTY
CALIFORNIA

JUL 21 19

The following named public organizations of the Santa Clara Valley will cheerfully furnish detailed information about their respective localities:

Alviso Improvement Club
Alviso, California

Campbell Board of Trade
Campbell, California

Evergreen Improvement Club
Evergreen, California

Gilroy Promotion Society
Gilroy, California

Los Gatos Board of Trade
Los Gatos, California

Mayfield Board of Trade
Mayfield, California

Morganhill Board of Trade
Morganhill, California

Mountain View Board of Trade
Mountain View, California

Palo Alto Board of Trade
Palo Alto, California

San Jose Chamber of Commerce
San Jose, California

Santa Clara Commercial League
Santa Clara, California

Saratoga Board of Trade
Saratoga, California

Sunnyvale Board of Trade
Sunnyvale, California

ISSUED BY THE

San Jose Chamber of Commerce

SAN JOSE, CALIFORNIA

Visitors are cordially invited to inspect our County Exhibit
40 North First Street

Engravings of this edition were made by the San Jose Engraving Co.

SAN JOSE, CALIFORNIA

Post Office and St. Joseph's Cathedral in the foreground. Largest Electric Tower in America in the center.

Santa Clara Valley

And this they said:—

"One of the three most beautiful valleys in the world."—*Bayard Taylor.*

"I have traveled through California, and this last is best of all."—*Admiral Schley, U. S. N.*

"Say for me, as a much-traveled man, that this is the richest valley in the world."—*Chauncey M. Depew.*

"Your foothills are like those on the Rhine."—*Dr. Albert Shaw, of Review of Reviews.*

"I thought to find San Jose a country town—instead, a magnificent and beautiful city."—*Secretary Ellsworth, Century Publishing Co.*

"The most beautiful foothills I have seen."—*Judge Grosscup, of Chicago.*

"Stanford University, the finest group of buildings, in the world."—*Mr. McMillan, of McMillan's Magazine, London.*

"Most charming, what a beautiful valley!"—*Edwin N. Bok, of Ladies' Home Journal.*

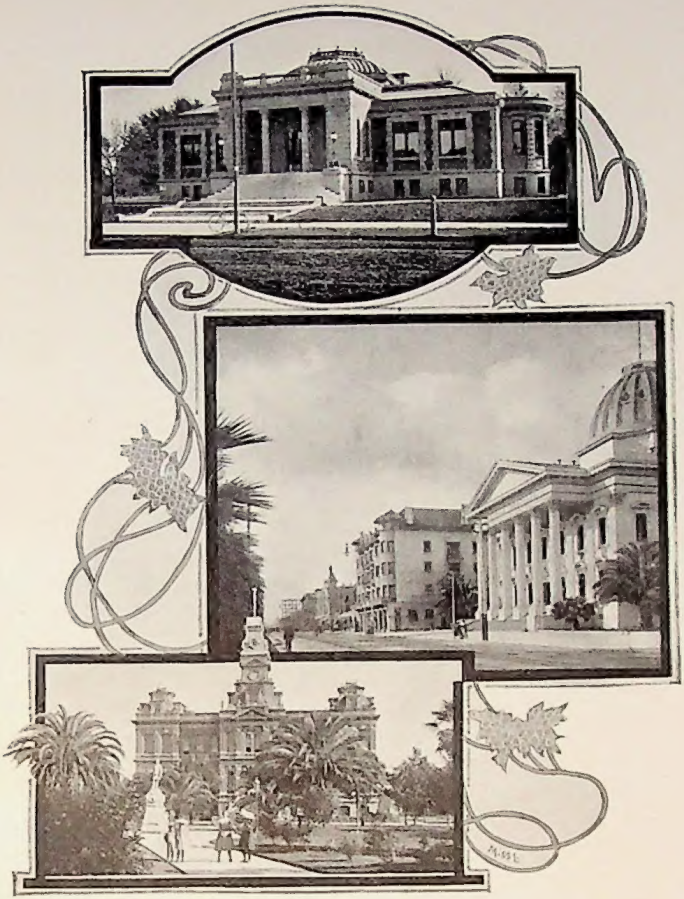
"An ideal out-of-doors country."—*F. N. Doubleday, of Doubleday, Page & Co.*

The Santa Clara Valley was settled by Franciscan friars, under Father Junipero Serra, in 1777. Two of the missions, Santa Clara and San Jose, are within its limits.

The valley is a park, originally dotted with magnificent oaks. North to south, within the county, it is fifty miles long, with a maximum width at the north end of twenty-five.

The mountains eastward, the inner Coast Range, rise four thousand feet, oval foothill being piled upon oval foothill, so that the range is a series of rounded terraces. Westward is the more angular Coast Range, with forests of redwood, pine, madrona, and laurel. From its four-thousand foot crest are visible, on one hand, the Pacific Ocean, and on the other, the Santa Clara Valley, with its ten thousand homes gleaming white among the trees.

Mountain streams cut little ravines through the valley floor and glide into San Francisco Bay, where the valley flares out into the salt water.



CARNEGIE LIBRARY
COUNTY COURT HOUSE
CITY HALL, SAN JOSE

Lavish of color is nature here. In midwinter, she paints the floor and foothills of the valley a vivid green. In spring, she waves a wand, and, lo! billows of white, perfumed blossoms, beginning with the foothills, roll down upon and submerge the lower levels. Nowhere else in the whole world are there one hundred and twenty-five solid square miles of trees in blossom at once, and every prune tree a mound of scented snow. Summer comes; the amber red of the apricot, the purple and red of the cherry, the yellow of the peach, the blue of the prune, vary the scheme. Then autumn with fields, orchards, and hills of golden, russet, and brown, colors the valley.

The Santa Clara Valley has a network of Southern Pacific Railroad tracks, the city of San Jose radiating lines of that company in seven directions: to Los Angeles (main coast line), to San Francisco (double track), to Alameda, to Oakland, to Santa Cruz and the ocean, to Oakland, and in two routes to New Almaden.

These facilities are being supplemented by fine systems of urban and interurban electric railways to connect all parts of the valley. The Interurban Railway (with triangle track reaching San Jose, Saratoga, Congress Springs, Campbell, Los Gatos, and branches San Jose to Berryessa and to Palo Alto), the San Jose Railway and San Jose & Santa Clara Railway (between Santa Clara and Alum Rock Canyon, through San Jose) have a single mileage of eighty miles and a street mileage of sixty-six. Another system is projected to build to Palo Alto, Alviso, and Milpitas from San Jose, connecting at Alvisc with steamers for San Francisco.

Looking down upon the Santa Clara Valley, one beholds a vast orchard of six million trees, with here and there a field or vineyard. The holdings are usually twenty or thirty acres. Everywhere are beautiful homes.

Dividing the valley into a mosaic of a thousand pieces, run the four hundred miles of sprinkled roads. These roads appear from a height like a veil of many lines thrown upon the valley's floor and foothills.

The valley fronts on San Francisco Bay, and reaches around to its southern end, as if with gentle clasp. Its larger part is within forty to sixty minutes from San Francisco, by rail. The water

BASKET BALL IN DECEMBER
MORELAND SCHOOL
A Country Schoolhouse

STATE NORMAL SCHOOL, SAN JOSE
SANTA CLARA COLLEGE, SANTA CLARA
Site of Old Mission

entrepot of the valley is at Alviso, where many vessels come and go, and where are moored the yachts and house-boats of the South Bay Yacht Club.

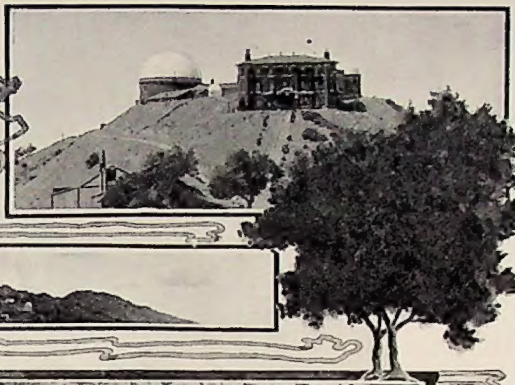
The beauty and wealth of the valley are a common interest. Its out-of-door life, with neither winter nor summer, but only spring and autumn, its mountains and forests, its streams and bay, its fishing, yachting, golfing, driving, riding, hunting, all year round; its universities, observatory, and mineral springs,—attractive as these are, they do not pale the beauty of home life in a perfect climate amid trees and flowers.

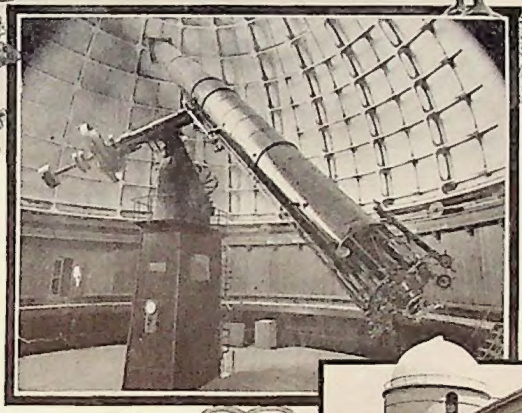
SAN JOSE

(San Ho-say)

A dot on the map forty miles south of San Francisco, as the crow flies. This dot is a city of 57,820 people (City Directory Census). Postoffice report shows a gain in last five years of more than fifty per cent. Built upon an almost level, elevated floor, eighty-seven feet above sea, and tipped ever so slightly toward the bay (six miles to the north). The twenty square miles of city are beautiful, with broad avenues and shady walks. The city is half enveloped and wholly adorned with a great wealth of trees, shrubs and flowers, chiefly semi-tropic. Of the shrubs and flowers of San Jose, no list can be given here. San Jose is the rose garden of the earth. At least one hundred and sixty-five varieties make yards beautiful or climb up over the housetops. Trees reach perfection. Palms, magnolias, oranges, peppers, grevilleas, acacias, cypress, pines, eucalypti, and other evergreen growths, intermingle with the oaks, maples, sycamores, elms, poplars, alder, willow, ash, etc.

In the center of this city of parks, lawns and gardens, is the business area, the handsomest and most impressive series of business blocks in all the smaller cities of the West. Blocks of stone and brick, two to seven stories high, line well-paved streets.





LICK OBSERVATORY

Elevation, 4,209 feet
Endowed by the late James Lick,
with $750,000

The public bulldings include the finest postoffice the Government owns. The County Court House and Hall of Records, the High School, State Normal School, Public Library, the City Hall, are noteworthy. The public school buildings of San Jose and immediate suburbs are valued at $500,000.

The hotels, of which more is said elsewhere, are those fitting what is fast becoming the great resort city in California.

The city's park system is comprehensive and beautiful. Almost in the heart of the city is St. James Park, with a greater variety of trees than any other park in the United States. Several pretty plazas supplement its attractions. Very soon the city will have a lake park, made by damming a picturesque stream.

The pride of San Jose, however, is the city's Alum Rock Canyon Park, unequaled in the State. This is a canyon playground of one thousand acres, seven miles east of town, in the Coast Mountains, reached by an electric railway. Here are sixteen mineral springs. The different waters are on exhibition in the Santa Clara County exhibit. Through the park flows an ever-living stream, lined with sycamore, laurel, madrona, and oaks. The city has here fine plunge and tub baths, restaurant, a deer paddock, aviary, bear den, and romantic walks and drives. The ostrich farm, ten minutes' ride from San Jose's business center, and the Linda Vista golf links are en route.

One may now reach by electric railway, Los Gatos, Congress Springs, Saratoga, Berryessa, Palo Alto, Mayfield and Cupertino and its beautiful foothills, the neighboring city of Santa Clara and its old mission, and a large part of the orchard section.

The churches are in keeping with the beauty of the city. So far as one may see San Jose from mountain trail or county road, high above all else rise the spires and domes of its churches.

The homes of the city are fronted with fifty-nine miles of paved and graded streets and several hundred miles of good sidewalks. With roses blooming over house roofs, flowers and trees rivaling each other in vigor, lawns perennially green, the out-of-door side of San Jose life is easy to conjecture. The practical side that makes life pleasant is the fine mountain and artesian water system, good

STANFORD UNIVERSITY

sewerage leading to sloughs, power from the greatest electric power plant (headquarters San Jose), fire service with efficient men and apparatus, and a charter that prevents excessive taxation.

One dollar per hundred is the maximum city tax.

The schools, public and private, rank high. Leland Stanford, Jr., University, is thirty minutes' ride away, the University of the Pacific just outside the city limits, and Santa Clara College fifteen minutes distant. The State Normal School and the College of Notre Dame, are in the center of the city. The city library has fifteen thousand volumes, and the Y. M. C. A. is strong and active. Four theaters are open and two under construction. The new roller skating rink is the largest in the state and has a seating capacity of 8000 for convention purposes.

We are now organizing a large training track and winter quarters for noticeable racing stables, such as Budd Doble, C. A. Durfee, John Curry, and others.

The Sainte Claire Club is an organization of business and professional men with the prettiest mission club house in the State.

The Chamber of Commerce is a very strong commercial body of three hundred members. It has roomy headquarters at 40 North First Street.

San Jose, of all Pacific Coast cities, is best adapted to manufacturing. It has cheap power, the same terminal rates possessed by San Francisco, a climate admirably adapted to maximum effort the year round, and can furnish workmen beautiful homes inexpensively. The city's industries include a large woolen mill, a tannery, a harvesting manufactory, several of doors, sashes, trays, boxes, etc. The Southern Pacific car shops and terminal yards have a pay roll of $23,000 monthly.

Here are two of the largest brick manufactories in the State, a Figprune Cereal manufactory, three breweries, a large ice plant, a cement block manufactory, large pottery works, two leather manufactories, gasoline burner manufactory, acetylene burner manufactory, several foundries, and of most importance, thirteen fruit canneries (one the largest in the world) and twenty-six dried fruit packing houses.

The assessed valuation of the city is $18,409,892; of the enlarged city soon to be, $22,000,000.

ROSE TREES
in the Santa Clara Valley

The Climate of Santa Clara Valley

THE climate, though with subtle ability to elude description, is a tangible factor in comfort and in property values. Our climate varies little summer and winter. Without any days so cold as the colder days of an Illinois April, it has no days so warm as the warmer days of an Illinois June. From the bay and through the passes of the Santa Cruz Mountains come the ocean breezes, tempering the climate delightfully. There are no "sticky" days, no humid weather. There are no nights when one may not sleep comfortably. The same weight of clothing and of bed clothing is used the year through. Seersucker suits and straw hats in summer are fashions, not necessities. Eastern tourists spend the winter in the Santa Clara Valley because of the climate; California people visit the valley in the summer for the same reason. The San Jose and Los Gatos resort hotels have more visitors in July than in February, and are well filled in both months.

The average July temperature is 65 degrees; of February, 53 degrees. The minimum is 23 degrees above; the maximum, 95 degrees. Ordinarily the summer heat does not get above 90 degrees—equivalent, because of dryness, to 75 degrees in Missouri.

The air of Santa Clara Valley is tonic, without ice, snow, killing frosts, or hard winds of any description. The air in both summer and winter is invigorating. It is an out-of-door climate, wherein you can be out of doors the year through with pleasure.

The rain, of 16 to 20 inches, falls between November and April; the summer is cloudless. In 1906 we had 245 clear days, 61 with a trace or more of rain, and 59 more or less cloudy.

Our atmosphere is a combination of mountain and sea air, well mixed because of the unusual relative location of ocean, mountains, bay, and valley.

METEOR OF 2,000 TONS

ALUM ROCK PARK AND SPRINGS, A CITY RESERVATION

The foothills of the valley are frostless; limes, lemons, and oranges flourish; oranges, indeed, do well anywhere in the valley. The rainfall is much larger in the mountains than in the valley, often double; hence the magnificent water supply.

Malaria, fever and ague, and such troubles, are unknown.

This valley will prove to any one undertaking the test of experience, that it has the best climate in America.

Resources of Santa Clara Valley

SANTA CLARA VALLEY is literally the most fruitful valley in the world.

One-half of the prunes produced in the United States are grown here. No other county in the United States raises so many cherries; none other so many apricots.

Of greater importance, Santa Clara Valley raises the *very best* of each of these fruits. That is why Santa Clara fruits command a premium over those of other lands; that is why every purchaser of fruits should insist that they be from Santa Clara Valley.

Not in these fruits alone does the valley excel; our plums, pears, apples, peaches, shipped fresh (under refrigeration, except apples), bring the highest prices in Covent Garden, London, and other high-class markets. From May till November our green fruit goes East in hundreds of car-loads.

The dried fruits of the valley,—prunes, peaches, apricots, pears,—command the market of the world. No other single fruit of any locality, not even the fig of Smyrna nor the currant of Greece, is so widely distributed, in such large quantities, as the prune of Santa Clara Valley, which, steamed sufficiently to bring it back to the original tender state, and served with cream, forms the best breakfast food in all the world. In a fair year, the Santa Clara Valley produces: of cured fruit, 140,000,000 pounds; of canned goods, 30,000,000 pounds; of fresh fruit, 20,000,000 pounds. You can

THE ALAMEDA DRIVEWAY
BOATING AT ALVISO

find the Santa Clara Valley fruit everywhere fresh in your market, New York or London; canned, on the shelves of your local grocer, or, packed in twenty-five pound boxes, underneath his counter. The value at home of our fruit and wine crop is not less than $12,000,000.

The wine of the valley is no second choice with nectar. From Paris, Buffalo and St. Louis it brought home gold medals. Three millions of gallons were exported or stored in San Francisco in 1907. In the Santa Clara Valley is made the best champagne, claret, and sauterne.

Annually the valley ships two thousand tons of berries and vegetables to the different markets of the State. Our asparagus crop reaches 3,000,000 pounds.

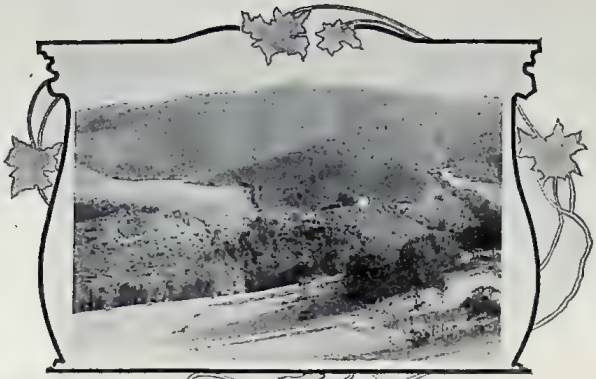
The greatest seed farms in the world are in the Santa Clara Valley. Lettuce, radish, onion, canary-bird seed, etc., are raised by the car-load. Flower seeds are grown to perfection. In favorable seasons, two to three hundred tons of sweet pea seed alone are grown. Early in June the hundreds of acres of sweet peas in blossom are a splendid sight. The wholesale Eastern seed firms buy our seed by the car lots, and sell it by the ounce.

The quicksilver industry is growing in importance, and three new mines have been recently opened. The New Almaden mine is famous for having produced the largest amount of quicksilver of all American mines.

Along our foothills, oranges and lemons thrive, and the citrus fruit industry will almost certainly be taken up on a larger scale. Our olive orchards are successful, and can hardly meet the State demand. Fine oil and fine ripe olives are their standard products.

Not less than ten thousand tons of baled hay were raised in 1907. Nearly all of the barley raised is consumed by local breweries and live stock; yet usually a thousand tons remain to export. Live-stock shipments are considerable. The breeding of high-grade live stock, horses and cattle, is becoming of more importance each year. Santa Clara County, when Senator Stanford's stock farm (Palo Alto) was in its zenith, held all the trotting records of the country.

Leather is shipped from our local tanneries all over the United States, and to Russia and Japan.



FOOTHILL FARMS
NEW LOS GATOS BRIDGE

ST. JAMES PARK, SAN JOSE

Hotel Vendome

With the advancement of San Jose (San Ho-say), it became necessary to secure increased hotel accommodations sufficient to meet the demands of travel. With this in view, the prominent citizens of progressive spirit formed the Hotel Vendome Company, and built an elegant and commodious structure in the Vendome Park, containing 250 rooms, including all the latest and modern conveniences, presenting to the public a palace of comforts. The wide verandas and beautiful walks and drives, a welcoming rotunda, with old-fashioned fireplaces and wide corridors, give an air of freedom, while the furnishings vie with the excellence of the general surroundings. The park consists of pines, elms, live oaks, redwoods, peppers, and various other varieties of trees, with palms and tropical plants and a wealth of shrubbery, combined with acres of handsome lawn. In connection with the hotel, and located on the grounds, is one of the finest bathing pavilions on the coast, and the bowling alleys and tennis courts furnish amusement for the guests. A thoroughly up-to-date automobile garage has recently been constructed. From the hotel, stages leave every morning, except Sunday, for the Lick Observatory.

Hotel St. James

This imposing hostelry is one of the notable structures of the city. It is located at the corner of Saint Jo[illegible] and First Streets, directly opposite the Saint James Park, in the center of the city. The building is fire-proof, and contains 250 rooms. No modern improvement that affects the entertainment of the traveler is lacking in this institution, and it stands in advance of the hotels that are usually found in cities of the size of San Jose. It supports most faithfully the metropolitan pretensions of this city.

Santa Clara Valley makes the best brick in the West, and ships 2,000 cars per annum. A few hundred cars of fine building stone (the Stanford University buildings are of it) and a few hundred tons of quicksilver give variety to the products. The refuse molasses from sugar factories is turned into chemists' alcohol, four miles north of San Jose, at Lick Mills; and pays the government $10,000 daily in duty.

In manufactures, San Jose exports horticultural machinery to Australia in one direction and South Africa in the other. The best woolen goods factory in the West is in San Jose, and the best blankets in the New York market are from our city. San Jose also manufactures much agricultural machinery, carriages, and wagons. The Figprune Cereal Company and Purity Food Co. (Koffo) ship their fine coffee substitute all over the United States from San Jose.

The climate of Santa Clara Valley is perfectly adapted to manufactures, and with its terminal rates and cheap fuel, San Jose should become a great manufacturing city.

Bee keepers do well in the valley. Poultry raising is very profitable. Land suitable for chickens is worth from $50 to $75 per acre. The valley is so near to San Francisco that a good market for honey, eggs, and poultry, is always present. Men of very moderate means can do well raising poultry, vegetables, and berries, keeping bees, and running a small dairy. Alfalfa, best of all forage plants, thrives in a large part of the valley.

The poultry interests are rapidly assuming a valuable asset to the county. Chickens, turkeys, geese, ducks, pigeons, etc., thrive in this valley. Many people are making a specialty of it, and succeed handsomely. In 1907 these products produced $150,000, and are rapidly increasing.

PASSION PLAY
SANTA CLARA COLLEGE
COLLEGE OF NOTRE DAME

UNIVERSITY OF THE PACIFIC
MISSION CROSS PLANTED IN 1777
AT SANTA CLARA

Just a Word About Prunes

THE *right* prunes cooked *right* are delicious. They are more than fruit; they make the best breakfast food in the world. Santa Clara Valley residents, of all communities, have absolutely the best deciduous green fruits and berries and melons at their command; yet a large proportion eat prunes with cream every morning in the year. In pies, cakes, souffles, and fifty other ways, prunes make a toothsome article of diet; but here we will give you some tried recipes, good enough for the finest table in the land, inexpensive enough for the most humble: —

Prune Souffle

Remove the pits from a large cupful of stewed prunes and chop fine. Add the whites of three eggs and a half a cup of sugar beaten to a stiff froth. Mix well, turn into a buttered dish and bake thirty minutes in a moderate oven. Serve with whipped cream.

Baby's Evening Meal

Press through a sieve six or eight prunes with juice. Add to this pulp a couple of tablespoonfuls of cream. Serve with a slice of toasted whole wheat bread or unsweetened graham or other wafer and a glass of milk.

Stewed Prunes

Cleanse thoroughly, soak in water ten or twelve hours, adding a little granulated sugar when putting to soak, for although the fruit is sweet enough, yet experience has shown that the added sugar changes by chemical process into fruit sugar and brings out better the flavor of the fruit. After soaking the fruit will assume its full size as had on the tree, and is ready to be "simmered" on back of stove. Do not "boil" prunes, that is what "spoils" prunes. *Simmer, simmer* only. Keep lid on. Shake gently; *do not stir*, and never let "boil." When tender are ready for table. Serve cold, and a little cream will make them more delicious. A little claret or sauterne poured over the prunes just as cooking is finished adds a flavor relished by many. Added just before simmering, a little sliced lemon or orange gives a rich color and flavor to syrup.

5,000 ACRES OF SEED FARMS

Prune Layer Cake

Two coffee cups of sugar creamed with one-half of butter, three eggs (white beaten separately), two-thirds cup of sweet milk, one full teaspoonful of baking powder, one teaspoonful of powdered mace, one cupful of chopped walnuts, one cupful of steamed prunes chopped. Line a cake-pan with buttered paper, fill in a layer of the cake batter, spread a layer of the chopped prunes over this, put a layer of the nuts, then another layer of the cake, and so on until the pan is two-thirds full. Bake in a steady but not quick oven.

Steamed Prunes

Steam until the fruit is swollen to its original size and is tender. Sprinkle with powdered sugar and squeeze lemon juice over them.

Prune Pudding

Take three tablespoonfuls of sugar, two of butter, one egg, one large cup of buttermilk, one teaspoonful of soda dissolved in milk, one and a half cups of prunes, seeded and chopped fine, one and a half cups of flour, a little salt and nutmeg. Steam three hours. This is to be served with a sauce made of one cup of butter, one spoonful of flour, a cup of sugar and two cups of hot water. Boil thoroughly and flavor.

Eden Vale Prune Whip

Take one pint of stewed prunes, one-third pint thick cream, whites of six eggs, and raspberry or loganberry jelly. After thoroughly draining the prunes, pit them and rub them through a colander; avoid rubbing the skins through as much as possible. Beat the white of the eggs to a stiff froth; then by degrees beat this into sifted prunes. If not sweet enough to suit the taste add a tablespoonful of Sugar. The delicacy of this dish depends largely upon the thoroughness with which the ingredients are beaten together. When well beaten together, pour into a glass dish. Whip the cream and spread evenly over the top of pudding, then fleck the whipped cream with bits of the jelly. Serve with cream, or, if preferred, with a custard made from the yolks of six eggs.

DRYING PRUNES, 25,000 TRAYS

PICKING APRICOTS

PACKING PRUNES

The Attractions of Santa Clara Valley

HEREIN one might well include our magnificent roads, the best of country highways, our fine fruits, our possibilities in home making, our universities, schools, churches, transportation facilities, our "best ever" climate. But the visitor coming to town will wish some specific objects at which to aim his plans in seeing the Santa Clara Valley, so a list of pleasure outings is attached.

LICK OBSERVATORY. On Mount Hamilton, 4,209 feet above sea level, 28 miles from San Jose, over best mountain roads ever built (cost $87,000). Daily stage (Mount Hamilton Stage Company); 5½ hours going, 4 hours returning. Luncheon going, dinner returning, Santa Ysabel.

THE MOUNT HAMILTON ELECTRIC RAILWAY, the preliminary work of which is under way, will place San Jose within an hour and a half's ride going, and one hour's ride returning, of Lick Observatory, giving a wonderful scenic ride through valley, foothills, and mountains.

Greatest astronomical observatory, second largest refracting telescope. Endowed by James Lick with $750,000. One of the greatest attractions of California.

LELAND STANFORD, JR., UNIVERSITY. Described elsewhere. The ideal university. Endowment, $30,000,000. Worth many visits.

ALUM ROCK CANYON CITY PARK (see San Jose). Seven miles from San Jose; reached by electric line. Mineral springs exceed in number and variety those of any other California locality; has springs of hot and cold sulphur, soda, magnesia, arsenic, iron, and their sulphates. Has sulphur, Turkish and plunge baths.

OLD MISSION AT SANTA CLARA. Reached by street car from San Jose. Built in 1777. Very interesting.

HOMES AMID THE ORCHARDS

OSTRICH FARM. East San Jose. A flock of large birds. Ten minutes' car ride. Worthy of many hours' watching.

CONGRESS MINERAL SPRINGS. Famous mineral springs and picturesque canyon, twelve miles west of San Jose, in mountains, on electric line.

THE TRIANGLE. A magnificent valley and foothill drive from San Jose to Mountain View, via Santa Clara and Sunnyvale, returning through Cupertino (West Side), Los Gatos, Campbell, the Dry Creek road, and the Willows, Most comprehensive valley drive.

THE INTERURBAN TRIP. Over the new Interurban Electric Railway between San Jose and Los Gatos via Saratoga. The finest electric valley and foothill trip in California.

LINDA VISTA GOLF LINKS. Picturesque golf links in the foothills near Alum Rock Park. Open to club members and guests of leading hotels.

ALMADEN MINES. The famous old quicksilver mines of California. Eighty miles of tunnels. Fourteen miles by train or team from San Jose. The Hacienda is the most picturesque village in California.

LOMAS AZULES AND EVERGREEN. A southeast carriage trip of a dozen miles from San Jose into the Italy of the valley. Beautiful homes.

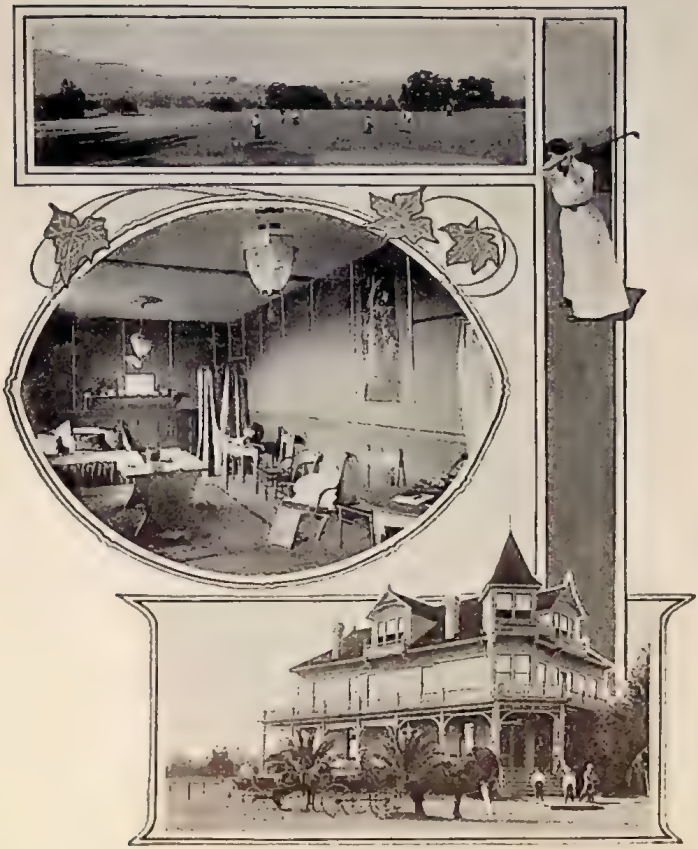
ALVISO. Yachting, fishing, rowing, duck hunting, and warm salt water bathing. Six miles from San Jose, on San Francisco Bay. Reached by train from the Alameda depot, or drive.

SALINE CITY (Drawbridge). Beyond Alviso. Favorite place for clubs. Has fifty-three club houses. Good fishing, rowing, bathing, hunting.

EDENVALE (AND SOUTH). Place of beautiful homes and fine orchards. A day's carriage ride south from San Jose; is well worth while.

BERRYESSA DRIVE. A short journey by team for those who would see model fruit section. Electric road now in course of construction to this point.

THE BIG TREES. A twenty-seven-mile side trip from San Jose to the great redwoods of Santa Cruz Mountains. May be visited en route from south to San Jose via Santa Cruz.



LINDA VISTA GOLF CLUB AND LINKS, SAN JOSE

THE MOUNTAIN STREAMS running down into the valley offer fine trout fishing in spring and summer.

THE MOUNTAINS offer good deer and quail hunting, and one may meet a mountain lion. In summer the mountain canyons are favorite camping places.

THE BAY AND SLOUGHS in the northern part of the valley offer good duck hunting, salt-water fishing, and oyster gathering.

SANTA YSABEL, en route to Lick Observatory, is a fine fishing and hunting resort in summer.

THE PACKING HOUSES AND CANNERIES are subjects of much interest to visitors who have never seen fruit handled in train-load lots.

AUTOMOBILE TRIPS are a favorite diversion. The valley roads are well adapted to them. Machines are for rent reasonably.

SANTA CLARA. A beautiful city of 5,000 people, adjoining San Jose on the northwest. In all except municipal government it is with its neighbor one city. The cities' business centers are less than four miles apart, and there is no break in the residence section between. An electric line and two railroad lines tend further to unite them.

Santa Clara is the most progressive of municipalities, owning its own light, power and water plants. It is the first city in the West to try the Rochester machine system of voting. Santa Clara is the business town of the largest fruit-shipping house in the valley. Here, too, is the head office of the largest seed-growing firm. A wood-working manufactory employs seven hundred men. A large tannery, two wineries, one cannery, and three dried-fruit houses are in the city. The town is the shipping point for a very rich section of the valley.

Santa Clara College is a notable school for boys. In connection is the old Santa Clara Mission, founded by Father Junipero Serra, of the Franciscans, in 1777, a place of much interest. The Santa Clara High School ranks first, or very near it, in the State, according to its record.

The town is, like San Jose, growing rapidly. A live Commercial League answers all inquiries.

SOME OF THE CHURCHES IN SAN JOSE

Los Gatos (3,000 population). "Gem city of the foot hills," ten miles southwest of San Jose, connected with it by railroad and electric railway; is a lovely town, built upon terraces of the Santa Cruz Mountains, from 350 to 1,500 feet above sea level. Almost every home has a beautiful view of the valley. Los Gatos Creek divides the town, which is reunited by a broad bridge. Los Gatos is both a summer and winter resort, and has two good hotels. It is the seat of the Novitiate of the Sacred Heart, the large buildings of which have a commanding location. The fruit industry supports a large cannery, a dried fruit packing house, and two wineries. The city has good streets and artistic and well-built business blocks. There is a good high school and a $12,000 public library. The Los Gatos Board of Trade looks after visitors.

Palo Alto. The university town of Stanford University, thirty minutes' ride from San Jose. It is also a favorite for homes of San Francisco business men. The town is built among live oaks, has good sewers, streets, schools, and other municipal improvements. No saloons. It is about forty minutes' ride from San Francisco. Is growing rapidly. Population, 5,000. Has a live Board of Trade. Adjoining is the famous—

Leland Stanford, Jr., University, founded in 1885 by Senator Leland Stanford and Mrs. Stanford, in memory of their son. Opened for students October, 1891. Value of endowment, $30,000,000. Buildings, not all finished, are the finest group of educational buildings in the world. The inner court is 536 x 246 feet and around it detached buildings face the campus from other directions.

Gilroy. Gilroy City, 2,500 people, the business center for the 6,000 people in the southern end of the county, is an old town, but a substantial, growing place, with a rich territory, producing large quantities of hay, grain, fruit, vegetables, cattle, dairy products, and hogs. Near here are the largest seed farms. Near by, in the mountains, are the famous Gilroy Hot Springs. The town is on the main coast line.

Mountain View. A prosperous enterprising town of 2,000 people, ten miles northwest of San Jose, on the double track. A favorite residence place for wealthy San Francisco people. It is surrounded by a magnificent fruit and grain section. Has an unusually good Board of Trade.

GARDEN CITY SANITARIUM

O'CONNOR SANITARIUM, SAN JOSE

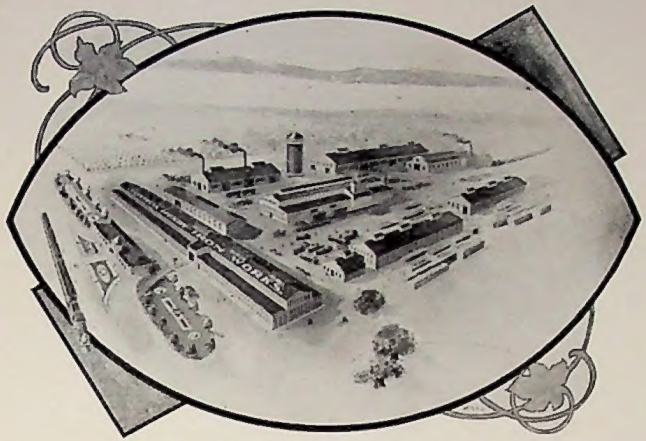
MAYFIELD is some sixteen miles northwest of San Jose, and within the last year has become one of the liveliest towns in the county, is now experiencing a rapid growth in population and improvements. It adjoins Stanford University on the southeast, and divides with Palo Alto the business of a university town. No saloons.

CAMPBELL is a pretty orchard town, with two fruit-packing houses and a cannery, in the heart of the orchard district, four miles southwest of San Jose, on the interurban railway. Has a good Board of Trade.

MORGAN HILL is another orchard town, twenty miles south of San Jose, on the main line, in a rapidly growing orchard section. Has a packing house and cannery, and a thriving Board of Trade.

SUNNYVALE. Eight miles northwest from San Jose, and nine miles southeast from Stanford University, on the double track, main line of the Southern Pacific Railroad, forty-three miles to San Francisco, elevation ninety-three feet. Already expended in manufacturing industries over $600,000; one of the factories shown in accompanying cut. Fruit shipping center of the west side of the great Santa Clara Valley. An ideal residence section.

Berryessa, Saratoga, Milpitas, Cupertino, Coyote, Alviso, Evergreen, Agnews, Madrone, East San Jose, Rucker, Edenvale, San Martin, Alma, Monte Vista, Los Altos, Leland, and Wrights are pretty villages, each with its own attractions.



ONE OF THE MANUFACTURING PLANTS
AT SUNNYVALE

Midwinter Motoring

SANTA CLARA COUNTY is the center of attraction for tourists and autoists on account of the beautiful scenery, its landmarks and the smooth even roads. One may enjoy a trip through the valley in winter or summer. The seasons do not interfere.

We have 976 miles of public roads in the county and the City of San Jose furnishes good asphalt and macadamized streets, over which one may enjoy a trip through the residence or business sections.

Visitors planning a trip to San Jose and Santa Clara Valley should bring their automobiles. All roads are open to automobiles, and the city is supplied with garages well equipped for repairs and supplies. We have seven garages and one manufacturing plant, which turns out a high grade machine.

Those not interested in motoring will find ample and reasonable livery accommodations for trips throughout the valley and stages well equipped, leave daily for Lick Observatory.

BIG TREES 26 miles by rail from San Jose

FACTS

Santa Clara Valley has

Largest fruit cannery in the world.
Largest fruit packing house in the world.
Largest fruit drying ground in the world.
Largest endowed university in the world.
Largest seed farms in the world.
Largest quicksilver mines in the world.
Largest brick plants in the west.
Largest woolen mills in California.
Best equipped astronomical observatory in the world.
4,357,220 prune trees; 549,000 apricot trees; 628,070 peach trees; 138,000 pear trees; 154,100 cherry trees; 55,000 apple trees; 72,000 almond trees; 20,330 English Walnuts; 10,000 orange trees; total 6,283,500 bearing fruit trees.
6,300 acres of grape vines; 101 public school buildings worth $1,000,000.
The best all-the-year-round climate anywhere.
The largest convention hall in the state, seating capacity 8000.

Profitable Investments for Capitalists

THIS city offers a good market for the installation of manufactories for the making of all kinds of by-products from fruits, fruit juices, fruit pits, tomatoes, wine lees, brewer's malt, etc. Also the manufacture of prune butter, jellies, jams, juices, glace fruits, stuffed fruits, catsups, acids, mustards and confections. These, if only started in a small way would rapidly grow to compete with productions anywhere in the world.

There is an opening for a mail order flower and seed business, mailing orders being as cheap here as anywhere in the United States, the raw material raised on the ground, and the magic words "California Seeds" being a capital in itself.

There are fine business possibilities for the building of electric railways to our suburban cities, and to Mount Hamilton, and to Big Basin Park.

We need hotels at our mineral springs resorts.

We need new boarding houses—first-class, up-to-date.

Our waste fruit, etc., offer possibilities of development of by-products equal to those developed from petroleum.

We need handlers of fruit in any form, who will open new markets in Asia, Australia and other countries where the demand is not fully developed.

PRESS OF MELVIN & MURGOTTEN, INC.
SAN JOSE, CALIFORNIA